



23-25 FEBBRAIO FEBRUARY 2025

SANA Food, the new format for Horeca and specialized retail **Appointment at BolognaFiere, from 23 to 25 February,** **simultaneously with Slow Wine Fair**

Born from the experience gained in 35 editions of the International Exhibition of Organic and Natural Products, SANA Food focuses on everything related to healthy eating for the out-of-home, from restaurants to bars, from taverns to service stations, to canteens and catering.

Bologna, 11 February – The appointment with [SANA Food](#), BolognaFiere's new exhibition format created to meet the needs of the organic and natural world, is approaching. Scheduled **from 23 to 25 February 2025** in the Bologna Exhibition Centre, **SANA Food** brings the most current consumer dynamics to the centre of the stage, starting from the demand for healthy and sustainable products, and is aimed at professionals in the Horeca and specialised retail sectors, exploring solutions and themes of social and environmental relevance.

SANA Food is organized by BolognaFiere in collaboration with FederBio, Demeter, V Label Italia, and AITA, under the patronage of the Ministry of Agriculture, Food Sovereignty and Forests, the Emilia-Romagna Region, the Municipality of Bologna and the Bologna Chamber of Commerce, and with the support of ITA - Italian Trade Agency, and Eco-Bio Confesercenti Bologna. The event takes place simultaneously with the fourth edition of the [Slow Wine Fair](#), the exhibition dedicated to good, clean and fair wine, promoted by BolognaFiere with the artistic direction of Slow Food.

MOVING SCENARIOS AND TRENDS

The latest **Circana** data on consumer sentiment confirm Italians' attraction to **out-of-home consumption**: despite a difficult economic situation, **52%** of them do not intend to give up **eating out** in 2025. A habit that has now returned to pre-pandemic levels – we are talking about a **100 billion euros** market in 2024 – but is beginning to feel the effects of inflation. In fact, compared to 2023, in Italy the size of the market in 2024 remains constant: **breakfast** time registers a +1.5% in value in the first 9 months of the year, while **dinner** remains at a +1% in value, compared to -0.8% in volume, and **aperitif** time loses 1.9% (source: TradeLab).

At the same time, the **integration process between catering services and retail channels** continues, with a significant **increase** in the **ready-to-eat** sector in the last period, which alone is worth **2.5 billion euros** per year. In the year ending June 2024, the **consumption of ready-to-eat meals in Italy** grew by **15.3%** compared to 2017, with further room for expansion; the European average, by contrast, is +5.5%, with France leading the way at +6.8% (source: Circana).

In this context, the new format of **SANA Food** is gaining momentum. By focusing on **out-of-home consumption**, it observes and responds to the **growing demand from the catering world for healthy and sustainable products**, innovative in their composition and presentation and, at the same time, respectful of the different territorial traditions, in order to meet new consumer demands.



BolognaFiere S.p.A.
Viale della Fiera, 20 - 40127 Bologna, Italy
Tel. + 39 051 282111 - Fax +39 051 6374004
buindustry@pec.bolognafiere.it
Share capital € 194,811,457.00 i.v.
Tax Code - VAT Code and Reg. Imp. BO 00312600372 - REA BO367296

Show Office
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sanafood@bolognafiere.it
www.sana.it



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However, **SANA Food** will offer more than just proposals for the restaurant world. The new event, which includes an exhibition, workshops, cooking shows and training conferences, is a real **journey into the world of healthy food**, from ready meals to gourmet menus, offering a complete overview of the latest products from the main production areas, especially those with a controlled supply chain and medium to small volumes.

SANA FOOD, THE NEW FACE OF THE EXHIBITION

SANA Food brings to BolognaFiere the first event in Southern Europe dedicated to all declinations of healthy food with a controlled and sustainable supply chain. In continuity with **SANA, organic and biodynamic** products will have ample space, but the healthy eating picture will also be enriched by **additional product areas**, such as **vegan, plant-based and vegetarian** beverages and foods, **functional foods**, including 'free from' and 'rich in' categories, and products designed for athletes, the elderly, children, people with allergies or intolerances and those following specific diets, all the way to **PDO, PGI and TSG excellence**.

Professionals from the Horeca world visiting **SANA Food** will find around **250 exhibiting companies**, including producers and distributors/retailers, **15% of whom from abroad**, in particular from Austria, South Korea, Poland, Romania and Slovenia.

*«**SANA Food** was born in the wake of **SANA's** legacy to offer food service and Horeca companies innovative solutions, in tune with an evolving market – comments **Gianpiero Calzolari**, President of BolognaFiere –. The event is a hub for discussion and growth for the entire business community, which is called upon to rethink the role of eating out in a more responsible and sustainable way. BolognaFiere supports this project with the aim of promoting a market in which the origin of food, the quality and well-being of people and animals, as well as the protection of the environment, are central to producers and consumers. The simultaneity with Slow Wine Fair strengthens the value of the format, offering operators new opportunities for networking and in-depth analysis of sector trends».*

*«The increase in organic food consumption, both domestic and away-from-home, reflects a growing interest in sustainable and healthy food choices that protect the environment and biodiversity, and contribute to mitigating climate change – says **Maria Grazia Mammuccini**, President of FederBio –. In this context, the first edition of **SANA Food**, which is being held together with Slow Wine Fair and is aimed in particular at the Horeca channel, can represent a strategic opportunity for organic food, especially for small and medium-sized companies, which in many cases combine organic production with the recovery of traditional local products or, as for wine, with the denomination of origin. The event will also host the seventh edition of Rivoluzione Bio, which has become a fundamental event to take stock of the sector, involving institutions and organizations of operators throughout the supply chain. It is, therefore, an important opportunity to promote organic food and to encourage a paradigm shift in the way we produce and consume food, also through collective catering circuits, which can play a fundamental role in food education and the promotion of healthy and sustainable eating habits. Italy is confirmed as a leading country in the agro-ecological transition, with one fifth of the agricultural area cultivated organically, 2.46 million hectares, and an UAA of 20%, almost double the European average. In order to maintain this leadership, it is crucial that all actors in the sector work in a network, with systems organized along the entire supply chain, to achieve the strategic objectives set out in the Green Deal for Organic Agriculture».*



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«The market studies that helped us create the **SANA Food** format are perfectly reflected in the presence of exhibitors that cover the healthy eating market in all its expressions – underlines **Claudia Castello**, Exhibition Manager at **SANA** –. Consumers' increased awareness of their health and well-being, confirmed by the data from the 100 Healthy Days Survey, represents a unique opportunity for economic and social development. Not to mention that, thanks to the strategic concomitance with the fourth edition of the Slow Wine Fair, exhibitors will have greater visibility and new business opportunities, while distribution professionals will be able to expand and diversify their offer. Of the 250 exhibitors, 15% of whom come from abroad, 60% cover the organic and biodynamic sector, 20% the food intolerance and 'enriched' products sector and another 20% the vegan and vegetarian needs. These percentages in production intersect, with overlapping areas that make the **SANA Food** offer even more varied and significant».

Within such a framework, **SANA Food** is a must-attend event for food service, Horeca and specialized distribution, which at BolognaFiere will be able to meet **selected producers** and gain **exclusive insights** into market trends and consumer preferences.

100 HEALTHY DAYS: SIGNS OF CHANGE AND PROSPECTS FOR DEVELOPMENT

The [100 Healthy Days Survey](#) – one of **SANA Food**'s new features – contributes to interpreting, analysing and, if possible, anticipating the needs of those who pay attention to healthy eating. The latest data will be presented at the fair.

The study, carried out in collaboration with **Channel Marketing Company**, **LightUp Italia!** and **Toluna Group**, focused on the buying habits and motivations of consumers, through a survey of **3,000 Italians and 1,000 Danes** on their ideas and behaviour outside the home, comparing the preferences and lifestyles of different cultures.

The surveys carried out between spring and autumn 2024 have outlined the profile of an **increasingly informed and aware consumer**. The results obtained can be requested by **SANA Food** exhibitors to improve existing products or create new ones more in line with the demands expressed by the end customer. After the first wave of the Survey, the results of the **second** one will be presented on Tuesday 25 February at 10.15 a.m. in the Lab Academy area. For example, the differences in habits between the two countries are confirmed: 82% of Italians say they have eaten out at least once a month in the last 100 days, a figure that drops to 63% of respondents in Denmark. As regards the concept of healthy eating, however, both Italians and Danes report some difficulty in finding healthy food in restaurants or bars.

LAB ACADEMY: FROM ONLINE TRAINING TO MEETINGS AT THE FAIR

SANA Food continues the tradition of in-depth cultural learning that has always characterized **SANA**, structuring it in the sessions of the [SANA Food Lab Academy](#), organized in collaboration with Professor **Sebastiano Porretta**, President of **AITA - Italian Association of Food Technology**.

Among the data presented during the **webinars** in preparation for the Lab Academy, which have been attended by more than 1,500 operators in the sector in recent months, those of the GS1 Italy Survey on labelling and official controls on allergens, illustrated by Dr **Simona De Stefano**, expert of the Ministry of Health, stand out. Among the sector trends addressed in the webinars, the growth in consumption of beneficial ingredients (+9.4% in value), free-from products (+9.7% in value) and rich-in products (+10% in value) was highlighted. The phenomenon of plant-based production is also interesting: the value of the global market in the sector has risen from 29.4 billion dollars in 2020 to 52.5 billion in 2023, with projections



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of 161.9 billion (+550%) by 2030. The European plant-based meal market is moving in the same direction: 181 million euros in 2022, with an increase of 20% compared to the previous year. In general, the number of vegan or vegetarian people is starting to become significant. In Italy, for example, 7.2% of the population declare themselves vegetarian and 2.3% vegan (compared to 6.5% and 0.6% 10 years ago): figures that go hand in hand with the importance attached to the healthiness, freshness and taste of plant-based products.

The path started with the webinars will end with several **live meetings** scheduled at **SANA Food** within the Lab Academy: they will range from nutricosmetics to integrative medicine and the microbiome, from the organic sugar supply chain to training sessions for catering and restaurant professionals, from the management of Made in Italy food warehouses to a project for a World Trade Organization for organic products.

RIVOLUZIONE BIO, SANA FOOD NOVITÀ AND CONSUMER MOMENTS

The focus on business networking at **SANA** remains a cornerstone of the new course taken with **SANA Food** and will take the form of an area dedicated to **b2b meetings** between exhibitors and international buyers.

Also confirmed is one of **SANA**'s most anticipated events, the Organic and Biodynamic States General of **Rivoluzione Bio**, scheduled for **Monday 24 February**.

Organized with the secretariat of **Nomisma**, the two scheduled meetings will focus on the analysis of the latest market data collected by the **SANA 2025 Survey** and on the role of organic and healthy eating in out-of-home consumption and mass catering.

Rivoluzione Bio is promoted by BolognaFiere in collaboration with FederBio and AssoBio, as part of the BEING ORGANIC IN EU project, managed by FederBio in partnership with Naturland DE and co-funded by the EU under EU Reg. No. 1144/2014, and organized with the organizational secretariat of Nomisma.

FROM THE IDEA TO THE TABLE: THE EVOLUTION OF CONSUMPTION

In continuity with the latest editions of **SANA**, **SANA Food** reserves a special space for specific moments of consumption away-from-home: from **breakfast** to **aperitifs**, through recipes for **vegan and vegetarian menus**, **masterclasses** on the use of **extra virgin olive oil** in catering, to the concept of the **'talking menu'** to raise consumer awareness. **Breakfast** will be the focus of scientific sessions dedicated to the importance of a balanced diet starting in the morning, flanked by **cooking demonstrations** dedicated to Horeca professionals interested in offering their customers innovative and balanced proposals: a journey through industry trends, with exclusive tastings of food and beverage products selected among the exhibitors.

The 2025 edition of **SANA Food Novità**, the **showcase of innovative products and revamped lines** with **new recipes and packaging**, returns as the protagonist: **previewed on the event website**, the **SANA Food Novità** references will be presented in a dedicated exhibition space to offer visiting operators an exclusive insight into the latest dynamics of the sector.

For the third year in a row, thanks to the collaboration with official partner **V Label Italia**, an important area of the exhibition will be dedicated to the **vegan and vegetarian** universe, with a training course for Horeca operators who mainly deal with vegan customers. The course, scheduled for **February 24** in the Cooking Lab area, will cover key topics such as cross-contamination, new vegetable proteins and techniques for



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reinventing traditional recipes from a vegetarian perspective, offering practical solutions for enriching hotel, restaurant and bar menus with new cooking methods and a strong focus on waste reduction.

There will be no shortage of new international entries related to the **plant-based** world to capture emerging trends and respond to growing demand.

The **SANA Food** business community is invited to enjoy an immersive experience between **cooking shows and masterclasses** that will inspire and surprise even the most demanding palates. Chefs and industry masters will take turns on stage with live performances, revealing secrets, techniques and curiosities related to healthy eating. A unique opportunity to discover innovative recipes and learn more about the trends that are transforming the world of food.

SANA Food bars and refreshment points will also be protagonists of this journey into taste, with proposals designed for **all eating styles**, including those linked to the main religious precepts. The goal is to offer everyone the opportunity to enjoy **healthy, balanced meals in line with their needs**.

PUSHING FOR INTERNATIONALIZATION

Even in this new look, **SANA Food** is looking beyond national borders and expanding business opportunities for exhibiting companies, hosting food and beverage operators from all European countries and large delegations from Canada, the United States, Japan and Singapore.

In recent months, **SANA Food** has participated in all the major world events on organic, plant-based and free-from catering for the Horeca and specialty retail sectors. Thanks to this intense promotional campaign, the support of **ITA - Italian Trade Agency** and BolognaFiere's network of agents, as well as the simultaneity with Slow Wine Fair, **SANA Food** will enable companies and excellence in the sector to meet with **300 high-profile foreign buyers**, interested in an increasingly innovative offer.

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SANA Food Press Office

Absolut eventi & comunicazione

Sara Telaro, Sveva Scazzina

SANApress@absolutgroup.it

Tel. +39 051 272523 / +39 340 9214636

BolognaFiere

Daniela Modonesi

daniela.modonesi@bolognafiere.it

Tel. +39 051 282233 / +39 366 6659090

Web and Social media

www.sana.it

Linkedin.com/SANA

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Youtube.com/BolognaFiere



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